



Bicycle is Our Middle Name

**Media Information  
FOR IMMEDIATE RELEASE**

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**QBP**

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## MA High School Mountain Biking League Launch Meeting Planned

The National Interscholastic Cycling Association (NICA) will hold a meeting on March 25 to discuss the establishment of a high school mountain bike-racing league in Massachusetts. The meeting will take place from noon to 3:00 pm at the Washington Square Tavern in Brookline, MA. If Massachusetts opts to place the bid required for a league to be launched, it would be the 17<sup>th</sup> state to implement NICA's mountain bike-racing program for student athletes in 7<sup>th</sup> through 12<sup>th</sup> grades.

Founded in 2009, NICA works with coaches and parents to provide guidance and resources to launch non-profit leagues dedicated to getting students into cycling. At the meeting, Minnesota High School Cycling League founder Gary Sjoquist will guide a discussion about what it will take for Massachusetts to successfully launch a league by the projected date of 2016. Sjoquist successfully ran the Minnesota league in 2012 and 2013.

"NICA leagues use mountain bike racing as a way to get kids active and enjoying the outdoors and cycling," said Sjoquist. "The secret sauce is that you bring high schools—with all their diversity—to a safe, fun mountain bike program that is highly social. And unlike typical ball and stick sports, nobody gets cut. All of the participants contribute to the success of the team, which the kids think is really cool."

NICA's 16 current leagues are comprised of close to 5,000 student athletes completing nearly 2 million hours of participation annually. Additionally, nearly 2,000 parents have become licensed as coaches, guiding over 500 teams participating in NICA leagues.

"NICA is a great program to get student athletes into cycling," said Sjoquist. "But it takes the right people coming together and working toward a common goal to successfully launch a league. You need people with event experience, racers, and teachers and administrators with a love for mountain biking. You also need parents who love cycling, but have seen their child's frustration and lack of success with traditional team sports. 10 years from now, only a handful of folks will be able to look back and say they helped launch this league, and that's who we need at this meeting."

More information about NICA and the Minnesota League can be found at [www.nationalmtb.org](http://www.nationalmtb.org) and [www.minnesotamtb.org](http://www.minnesotamtb.org). Gary Sjoquist can be contacted for more information at [gsjoquis@qbp.com](mailto:gsjoquis@qbp.com).



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#### About QBP

Quality Bicycle Products is an international wholesale distributor of bicycles, components, and outdoor gear. With distribution centers in Minnesota, Utah, and Pennsylvania, QBP serves a network of more than 5,000 independent retailers. QBP owns and manages a diverse collection of innovative bicycle brands including Surly, Salsa, All-City, 45North, Foundry, Cogburn Outdoors, Civia Cycles, and more. We strive to be an extraordinary business to partner with and to work for, and we have made good on that goal for more than 30 years. From our extensive advocacy efforts to our energy efficient facilities everything we do is aimed at making the world a better place and getting more butts on bikes. For more information about QBP, *visit our website* or contact Director of Marketing Ryan Johnson at 952-941-9391, ext. 1236 or [\*rjohnson@qbp.com\*](mailto:rjohnson@qbp.com).

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